



City of Wheatland

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CITY COUNCIL MEETING STAFF REPORT

Date: August 24, 2010
Agenda Item: _____

Subject: Tourist Oriented Directional Signs (TODS)

Prepared by: DHS
Dane H. Schilling
City Engineer

Approved: _____
Stephen L. Wright
City Manager

Recommendation: Authorize the City Manager to approve the request from Bishop's Pumpkin Farm to install two tourist oriented directional signs on Highway-65 near 4th Street in accordance with applicable state regulations and standards.

Discussion: In 1994 the State of California authorized its Tourist Oriented Directional Sign (TODS) legislation (Assembly Bill 2339) and formulated the TODS program. The purpose of the program is to guide out-of-town travelers to off-highway tourist oriented businesses in California. The Bill required that Caltrans establish standards, criteria, administer and charge a fee to place and maintain TODS. The legislation was codified in the Streets and Highways Code Division 1, Chapter 1.5 (attached). Standards for signs were developed and incorporated into the California Manual of Uniform Traffic Control Devices (California MUTCD) (attached). The signs are intended to guide motorists to locations that are not visible from the highway, be generic in content and are not to serve as an advertisement (specific business names and information are not allowed on TODS). All construction, permitting, maintenance and replacement costs are the responsibility of the applicant.

On July 6, 2010, the City received a request from Bishop's Pumpkin Farm to install two tourist oriented signs within the City limit. The request proposed that two 1-ft by 4-ft signs be placed on Highway 65 near 4th Street (one facing northbound and one facing southbound) to assist tourist in finding the Pumpkin Farm. Prior to this request the Pumpkin Farm contacted Caltrans with the same request and,

because Caltrans policy does not allow TODS in city limits, Caltrans suggested that the applicant contact the City for approval.

Staff has reviewed the applicant's request, applicable sections of the Streets and Highways Code, and applicable sections of the California MUTCD. Staff concurs with the intent of the State's TODS program and the applicant's request, and is of the opinion that the proposed signs will facilitate the flow of tourist traffic attempting to reach the Bishop's Pumpkin Farm. The applicant will be responsible for reimbursing the City for any costs associated with the installing and maintaining the signs. Furthermore, the applicant will be required to pay the City an annual maintenance fee in accordance with the Streets and Highways Code. Sign layouts and installation details will be reviewed and approved by the City Engineer prior to installation. The applicant will also be required to obtain an encroachment permit from Caltrans for placing the signs in the State right-of-way.

Alternatives: The Council could deny the request or impose requirements in addition to the state standards.

Fiscal Impact: It is anticipated that no City funds will be expended for the review and administration associated with TODS. Applicants will be required to reimburse the City for any costs incurred by the City and to pay an annual maintenance fee for TODS. In addition, applicants will be responsible for costs associated with removing and replacing signs that are damaged.

Attachments:

1. Streets and Highways Code, Division 1, Chapter 1.5, SECTIONS 229.10 - 229.35
2. California MUTCD, CHAPTER 2G. TOURIST-ORIENTED DIRECTIONAL SIGNS
3. Proposed sign layouts.